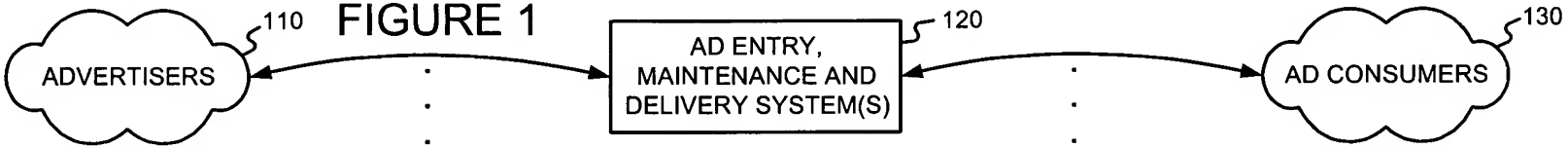
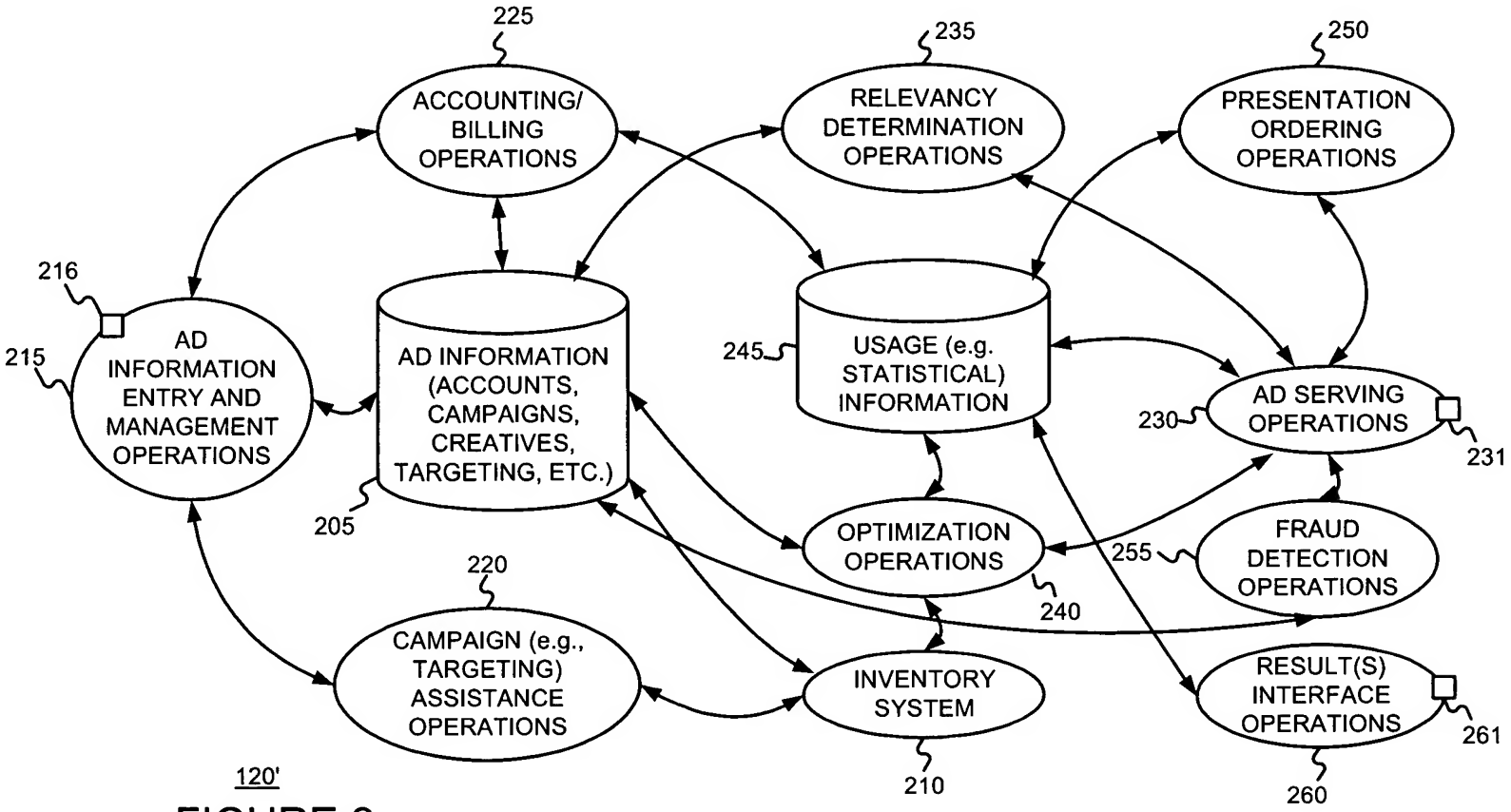
FIGURE 1





120'

FIGURE 2

FIGURE 3

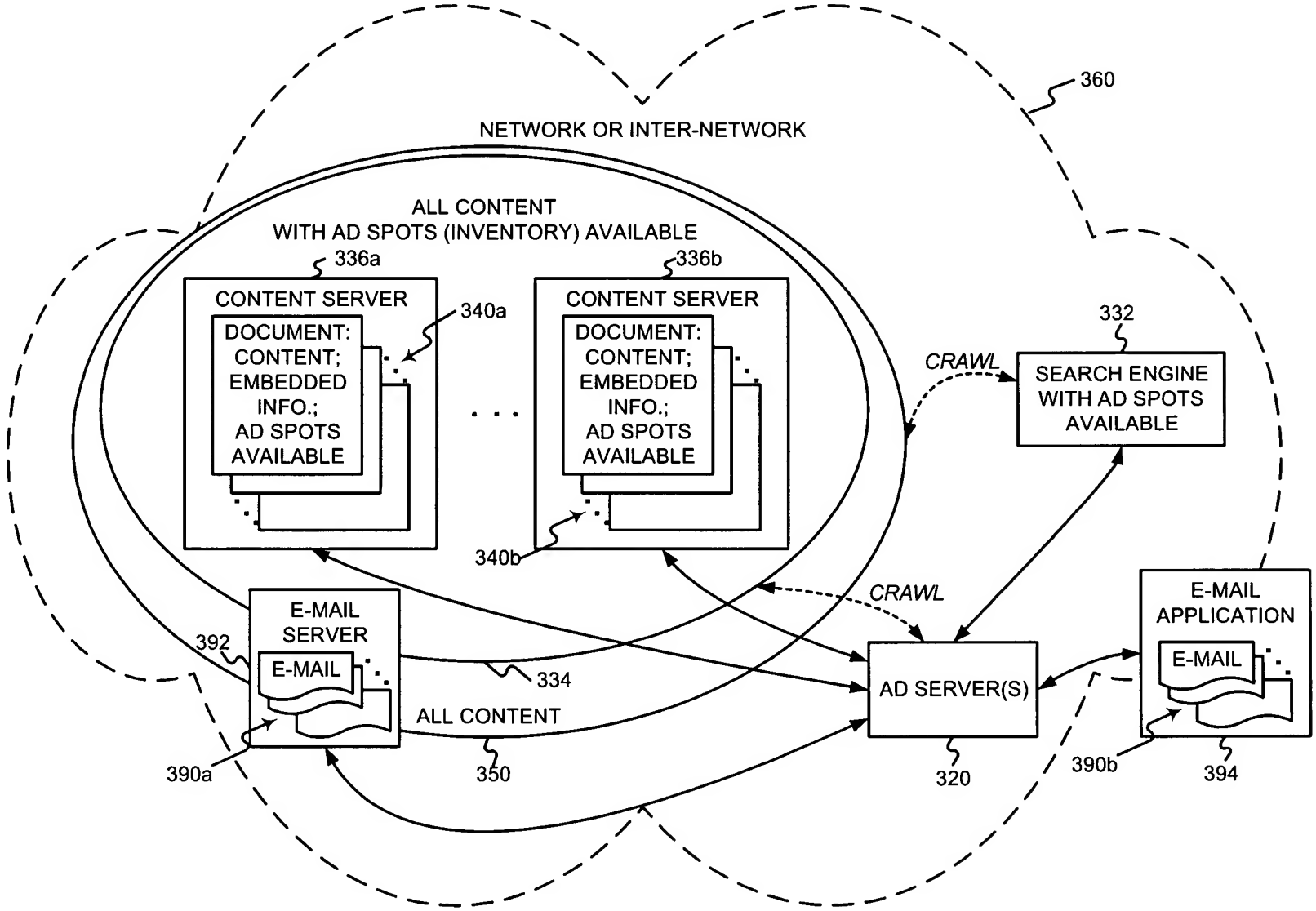
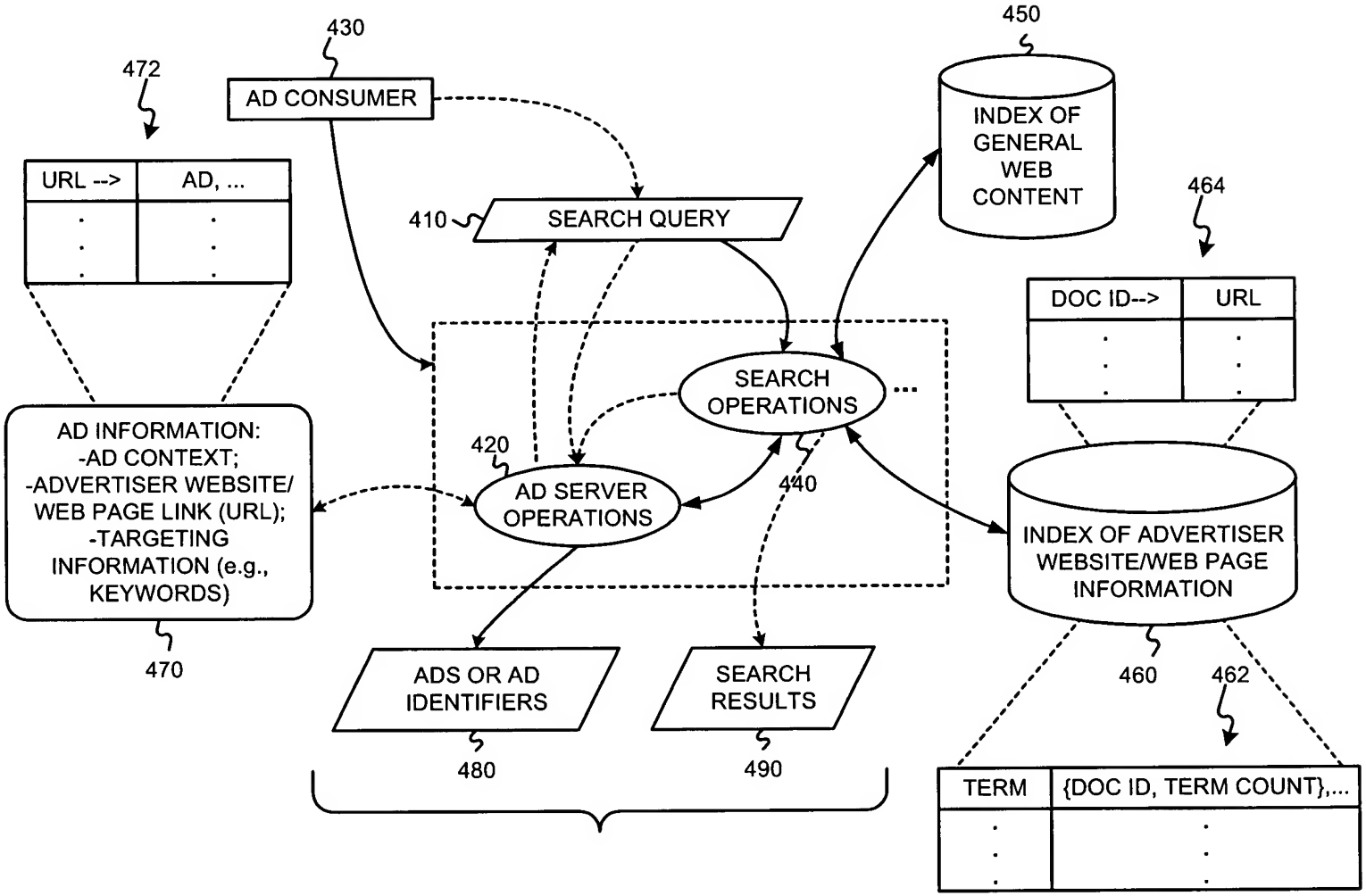

360
NETWORK OR INTER-NETWORK
ALL CONTENT
WITH AD SPOTS (INVENTORY) AVAILABLE
336a
336b
CONTENT SERVER
DOCUMENT: CONTENT; EMBEDDED INFO.; AD SPOTS AVAILABLE
340a
340b
332
CRAWL
SEARCH ENGINE WITH AD SPOTS AVAILABLE
E-MAIL SERVER
E-MAIL
392
334
ALL CONTENT
350
390a
AD SERVER(S)
320
E-MAIL APPLICATION
390b
394

FIGURE 4


430
472
AD CONSUMER
450
INDEX OF GENERAL WEB CONTENT
URL -->
AD, ...
410
SEARCH QUERY
464
DOC ID-->
URL
SEARCH OPERATIONS
AD INFORMATION:
-AD CONTEXT;
-ADVERTISER WEBSITE/ WEB PAGE LINK (URL);
-TARGETING INFORMATION (e.g., KEYWORDS)
420
AD SERVER OPERATIONS
440
INDEX OF ADVERTISER WEBSITE/WEB PAGE INFORMATION
470
ADS OR AD IDENTIFIERS
SEARCH RESULTS
480
490
460
462
TERM
{DOC ID, TERM COUNT},...

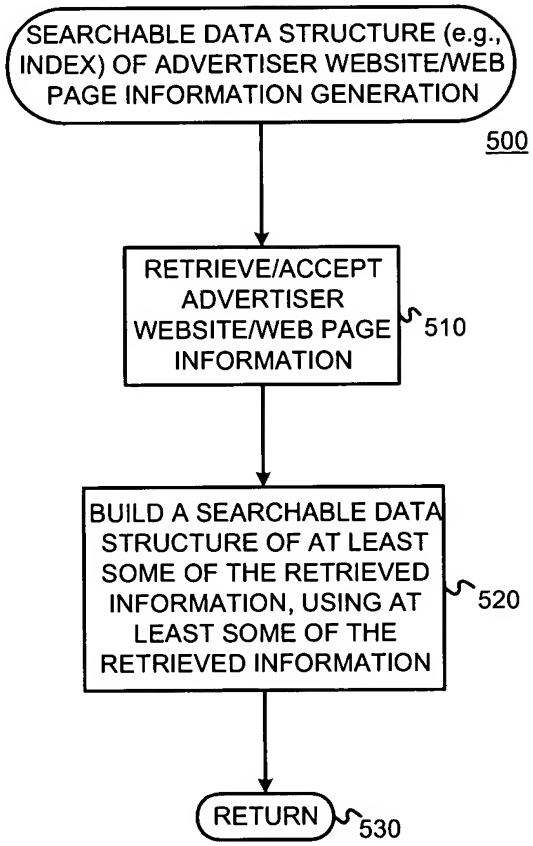


FIGURE 5

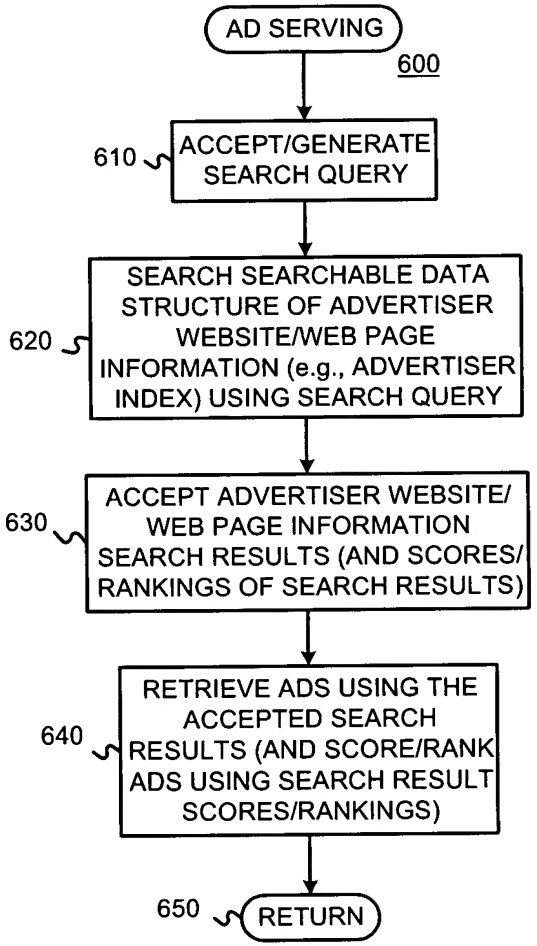
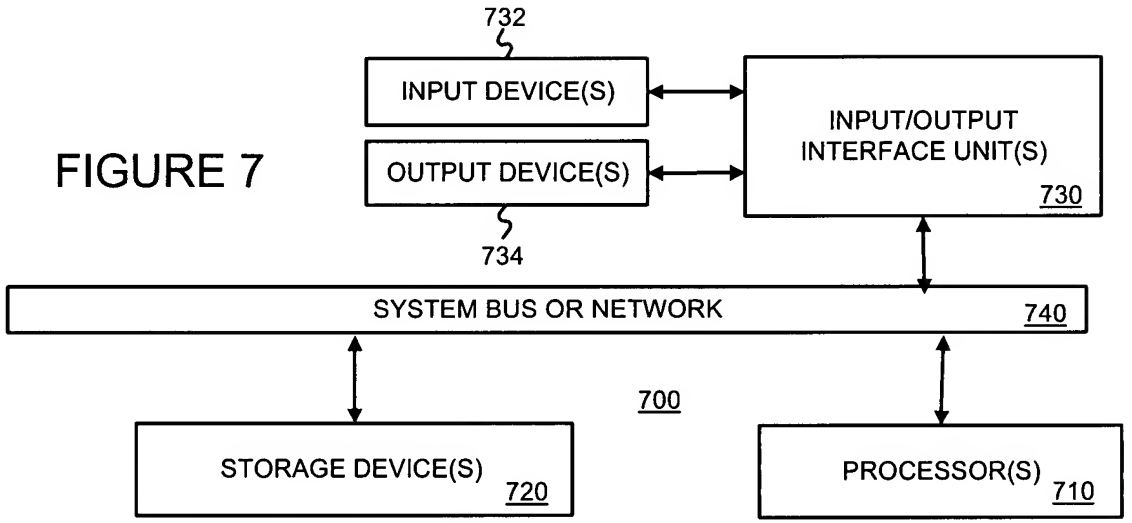


FIGURE 6

FIGURE 7


732
INPUT DEVICE(S)
OUTPUT DEVICE(S)
734
INPUT/OUTPUT
INTERFACE UNIT(S)
730
SYSTEM BUS OR NETWORK
740
700
STORAGE DEVICE(S)
720
PROCESSOR(S)
710

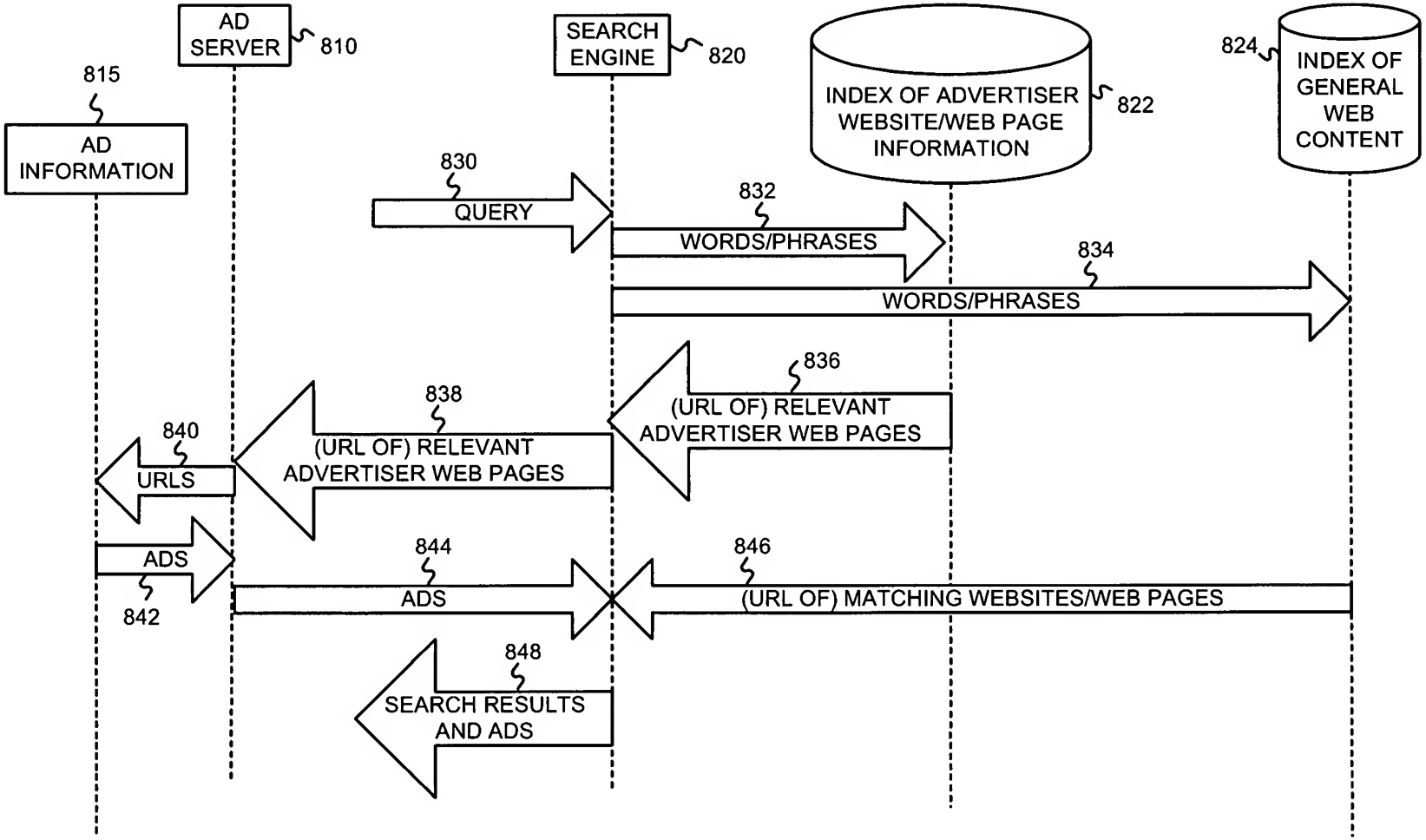

AD SERVER
810
SEARCH ENGINE
820
INDEX OF ADVERTISER WEBSITE/WEB PAGE INFORMATION
822
824
INDEX OF GENERAL WEB CONTENT
815
AD INFORMATION
830
QUERY
832
WORDS/PHRASES
834
WORDS/PHRASES
836
(URL OF) RELEVANT ADVERTISER WEB PAGES
838
(URL OF) RELEVANT ADVERTISER WEB PAGES
840
URLS
ADS
842
844
ADS
846
(URL OF) MATCHING WEBSITES/WEB PAGES
848
SEARCH RESULTS AND ADS

FIGURE 8